

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Outdoor and Branding advertisements at Rajiv Gandhi International Airport by M/s. Laqshya, Media Pvt., Ltd, Mumbai - Sanction of Rs.84,00,000/- (Rupees Eighty Four Lakhs only) including taxes for three months – Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No. 701

Dated:10-09-2013  
Read the following:

1. G.O.Rt.No. 401, of YAT & C (PMU) Department, Dt.24-05-2013.
2. Invoice No.LO/HYD/085/2013-2014, from M/s. Laqshya, Media Pvt., Ltd, Mumbai, Dt.15-05-2013.

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**ORDER:**

In the reference G.O. 1<sup>st</sup> read above, Government have sanctioned for an amount of Rs.84,00,000/- and released for an amount of Rs.67,20,000/- towards advance i.e., 80% payment in connection with Outdoor and Branding advertisements at Rajiv Gandhi International Airport for 3 months to M/s. Laqshya, Media Pvt., Ltd, Mumbai.

2. In the reference 2<sup>nd</sup> read above M/s. Laqshya, Media Pvt., Ltd, Mumbai, has submitted bill and requested the Government to release remaining 20% final payment i.e., Rs.16,80,000/- (Rupees Sixteen lakhs Eighty Thousand only) including taxes.

3. Government after careful examination of the matter, hereby accord sanction for an amount of Rs.16,80,000/- (Rupees Sixteen lakhs Eighty Thousand only) including taxes as final payment in connection with Outdoor and Branding advertisements at Rajiv Gandhi International Airport for 3 months to M/s. Laqshya, Media Pvt., Ltd, Mumbai.

4. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:  
“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Laqshya, Media Pvt., Ltd, Mumbai, through on line. The details of Bank account is as follows:-

Account Name	:Laqshya Media Pvt., Ltd
Account No	:004010203161782
Name of the Bank	:Axis BANK Ltd,
RTGS	:UTIB0000004
IFSC Code	

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

M/s. Laqshya, Media Pvt., Ltd, Mumbai.  
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT & C (PMU - Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**